

Supplementary Material 3: Sample questions from the interview protocols

Sample questions from the interview protocol used for My Goal user interviews

Can you describe your thoughts on goal setting to help you make healthy eating and/or physical activity behaviour change?

Can you please tell me about your healthy eating and/or physical activity goals?

Can you describe your thoughts on web-based (or electronic) goal setting and tracking tools to help you to improve your healthy eating and/or physical activity behaviours?

Could you talk about the reasons behind your decision to use the eaTracker My Goals feature? **Possible follow-up questions:** Could you tell me how you found out about the My Goals feature? How long have you been using the My Goals feature?

Can you please tell me about the goal(s) you are currently working towards (and/or have previously worked towards) using the My Goals feature? **Possible follow-up question:** Could you tell me how you decided on your goals? Please explain.

With eaTracker open, can you please walk me through your typical use of the My Goals feature? I am interested in knowing your thoughts on different parts of the feature. **Ask about:** usability/functionality of different program aspects, tracking goals outside of eaTracker, frequency of use, suggestions for improvement.

Can you describe your experience using the My Goals feature to help you a) set goals and b) while working towards achieving your goals? **Possible follow-up questions:** What has worked well for you? What has not worked well for you? Do you have any suggestions for improvements?

Do you have any suggestions to help improve this service?

Sample questions from the interview protocol used for dietitian interviews

Can you describe your thoughts on goal setting as a tool to help people make nutrition and/or physical activity behaviour change?

Do you recommend healthy eating and/or physical activity behaviour change goal setting to your clients (or callers)? Please explain your answer. **Possible follow-up questions:** How often do you recommend healthy eating and/or physical activity behavior goal setting in your practice as an EatRight Ontario Registered Dietitian?

What are your thoughts on electronic (or web based) nutrition and physical activity goal setting and tracking tools to help people make nutrition and/or physical activity behaviour change?

eaTracker has a goal setting and tracking tool called My Goals. Are you familiar with this feature? (Show if not familiar)

What are your thoughts on the eaTracker My Goals feature? **Possible topics to ask about:** usability/navigation/functionality, setting goals (ready-made goals/write your own goals, SMART goal instructions), My Goals Tracker, Manage My Goals, My Success, what works well, what does not work well, suggestions for improvement

Most of the individuals we have interviewed are not using the My Goals tracker to track their goals and this is also evident from the data that is available from the eaTracker database. What do you think about this? Is this surprising? Do you have any suggestions on how improvements could be made?